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Cultural Landscapes and Sustainable Tourism Development: Balancing Conservation and Economic Growth

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Abstract

This research article focuses on the issue of how cultural heritage sites in the context of this study, can be maintained and, at the same time, support tourism growth. Using the qualitative case studies of the culturally important places in the Global list, namely the Historic Villages of Shirakawa-go and Gokayama in Japan, the Cultural Landscape of Sintra in Portugal, Cusco and the Sacred Valley of the Incas in Peru, Bali's Cultural Landscapes in Indonesia, and Kerala in India, the study analyses the measures, issues, and success factors for the sustainable conservation of cultural heritage and economic development These include the involvement of the community in the conservation of cultural heritage, the development of sound policies and the use of flexibility in managing the effects of tourism. From these case studies, the research highlights the need to balance the modernity of a community with the preservation of cultural and environmental heritage through sustainable tourism practices. This research brings important findings to the field of sustainable tourism by providing policy and management implications for policymakers, practitioners, and stakeholders to effectively and sustainably govern cultural landscapes while capturing tourism value.

Keywords: Cultural landscapes, Sustainable tourism, Conservation, Economic growth, Community engagement

1. Introduction

Over the past few decades, integrating cultural and tourism as sustainable development paradigms has attracted much interest in the scholarly and political realms. Sustainable tourism development in cultural landscapes; cultural landscapes are complex and dynamic systems of natural and cultural processes that have evolved. These landscapes are not only historically, architecturally, and culturally diverse but are also economically and socio-culturally supportive of the local people and play an important role in the development of the economy and socio-cultural stability of the country (Mitchell & Buggey, 2000).

1.1 Cultural Landscapes: Definition and Significance

Cultural landscapes are thus those areas where people have settled down and engaged in activities that have influenced the physical environment and have in turn been shaped by the environment to form a culture of their own. As UNESCO has put it, such landscapes depict how the society and settlement patterns have developed over time, in response to the physical environment and the changing social, economic, and cultural forces both endogenous and exogenous (CO, 2003). Such as traditional dwellings, cultural landscapes, and historic buildings that represent the cultural and

historical values of the people (Taylor & Lennon, 2011).

1.2 Sustainable Tourism Development: Concept and Relevance.

Sustainable tourism is the process of visiting a place for enjoyment, learning, business, leisure, or any other purpose while responsibly preserving the place for future generations. It is anticipated that it will result in the management of all resources such that the economic, social, and aesthetic requirements can be met without compromising on cultural values, ecological processes, biodiversity, and life-supporting capacities (UNWTO, 2005). This form of tourism is especially relevant to cultural landscapes since it is crucial to strike a fine balance between preserving the landscape and promoting its utilization for economic benefits.

1.3 The Dual Goals: Environment and Development.

It is common to find that objectives of conservation and economic growth are intertwined in a way that is sometimes difficult to solve. On one hand, cultural landscapes need to be protected and preserved due to historical and cultural values (Nuryanti, 1996). On the other hand, these landscapes should also be productive to provide income that will sustain the local people and the conservation of these areas (Wall & Mathieson, 2006). Achieving these aims requires extensive planning and coordination, as well as involving all stakeholders and implementing new management approaches (Timothy, 2011).

1.4 Significance of the Study

Therefore, the findings of this research offer a valuable addition to the current literature on sustainable tourism and cultural heritage management by presenting a detailed account of the various cultural contexts. It is intended to provide guidance and possible solutions to those involved in policymaking and implementation, as well as researchers and academicians concerned with promoting sustainable tourism for conservation and economic development (Sharpley, 2009).

1.5 Research Objectives and Questions

The main purpose of this study is to establish the cultural tourism development for sustainable tourism that seeks to conserve the environment while promoting economic growth. Key research questions include:
1. what are the best practices in the field of sustainable tourism development of cultural landscapes?
2. What strategies and policies can be adopted for the management of tourism in a way that will assist in enhancing the welfare of the inhabitants and at the same time conserve culture and nature?
3. What are the problems that these cultural landscapes experience in terms of managing the issue of tourism development and conservation?

2. Methodology

The study used a qualitative case study research approach to assess the factors that influence sustainable tourism in different cultural settings. Five distinct case studies were selected: The Historic Villages of Shirakawa-go and Gokayama in Japan, the Cultural Landscape of Sintra in Portugal, Cusco and the Sacred Valley of the Incas in Peru, Bali's Cultural Landscapes in Indonesia and Kerala in India. The goal was to identify opportunities, difficulties, and possible ways for achieving sustainable conservation and economic development.

2.1 Research Design

The paper employed a qualitative case study methodology, which is particularly useful in the exploration of intricate issues in natural settings (Yin, 2014). Every case study acted as a specific scenario, which contributed to the understanding of the topic focusing on the preservation of the cultural landscape and sustainable tourism. This methodology ensured that there was a clear understanding of how various cultural environments address the challenges of conservation and economic development and proffered solutions that might be applicable in other areas.

2.2 Case Selection

The selected case studies were chosen to cover a broad spectrum of cultural settings with different specific conditions and issues. These were the Historic Villages of Shirakawa-go and Gokayama in Japan with their Gassho-style farmhouses; the Cultural Landscape of Sintra in Portugal with the castles and palaces; the Inca City of Cusco and the Sacred Valley of the Incas in Peru; the Bali Island of Indonesia with its Subak irrigation systems; and the Kerala state of India with its backwaters, houseboats and festivals. Such sites have been selected as those which are recognized as UNESCO World Heritage Sites, or which have cultural and historical value.

2.3 Data Collection

Data collection was done in a way that involved several techniques to allow for the consideration of all the aspects of the case study.
Field Observations were also made to have a first-hand experience of the tourism activities, conservation measures, and interactions with the local community in respective cultural landscapes. These observations were made and recorded through photographs and

field notes to provide the physical and cultural environment.

Surveys included interviews with the representatives of local government, tourism companies, community representatives, and other professionals in the field of nature conservation. These qualitative interviews were designed to elicit information on the approaches, issues, and results in sustainable tourism management.

Document analysis entailed a study of the literature, policies, tourism development strategies, and UNESCO reports on each cultural landscape. Other data sources including tourism revenues, visitors, and funds for conservation were also examined to determine the economic effects.

Focus group discussions were carried out with the local people and traders to determine their perception of tourism development and conservation. These discussions were about the positive and negative impacts of tourism, the people of the community, and what measures should be taken for sustainable tourism.

2.4 Data Analysis

For data analysis, the within-case and cross-case synthesis and comparison were used to look for similarities and differences in the strategies taken in the different cultural contexts.

Within-case analysis involves a detailed analysis of the case studies to reveal the nature of the context, the problems, and solutions regarding sustainable tourism development. Interview transcripts, field notes, and documents were analyzed using thematic coding to surface relevant patterns and findings.

Cross-case analysis was conducted to analyze the results of all five cases and compare similarities and differences between the cases, as well as the optimal and non-optimal strategies. The synthesis of cross-case findings enabled the creation of a systemized body of knowledge on how cultural landscapes can be preserved and developed simultaneously.

2.5 Ethical Considerations

To maintain the confidentiality of the data collected, this research complied with the following ethical practices. Interview and Focus Group Participants' Information and Consent to Participate was sought and received from all the participants in the study, with an explanation of the purpose of the research and the participants' right to withdraw from the study at any time. Privacy was upheld by assigning participants fake names and names of places and protecting all data in password-protected files. Thus, only statistical data and quotes without identifiers were included in the final research article. Cultural considerations were taken into consideration during

data collection by trying to involve local people in data collection and translation where necessary.

2.6 Limitations

Some of the limitations of this study were noted in this work are

Transferability was another drawback because the study was conducted qualitatively and involved the examination of certain cases only. Albeit the study may not have direct implications for all cultural landscapes, the insights and the strategies outlined may be useful in similar contexts and can contribute to the existing debates and practices.

Access to Data could have been a challenge in the sense that there was a possibility of being denied access to some of the stakeholders or being restricted from accessing some data concerning tourism revenue and funding towards conservation. Some of the measures that were taken to reduce the impact of bias included ensuring that rapport with the communities was developed, and the use of different sources of data to cross-check the results obtained.

2.7 Conclusion

It offered a strong methodological approach to studying the relationships between cultural landscape conservation and sustainable tourism. The research was also useful in providing a qualitative understanding of how the goals of conservation and development can be met using a qualitative case study approach. The results helped to expand the understanding of sustainable tourism and offered specific suggestions for future policy measures, implementations, and further research in the sphere of cultural heritage preservation.

3. Results and Discussion

3.1 Case Study1: Historic Villages of Shirakawa-go and Gokayama, Japan

Introduction

Shirakawa-go and Gokayama are the historic villages in the mountains of Gifu and Toyama Prefectures of Japan, which are famous for Gassho-style houses. These villages, listed as a World Heritage Site in 1995, are the perfect examples of how people can live in harmony with the environment and use the architectural solutions that have been gradually created over centuries to protect themselves from severe winters. This paper aims to analyze how sustainable tourism has been adopted in these villages to ensure that the cultural landscape is preserved while at the same time promoting economic development.

Historical Background

The Gassho-style houses with steep thatched roofs in the form of hands praying (Gassho) were built to

accommodate the heavy snowfall. These structures, some of which are over 250 years old depict a culture that has been preserved by the communities for generations. These villages are not only valuable architectural ensembles but also the centers of the traditional way of life in balance with nature (UNESCO, 1995).

Tourism Development
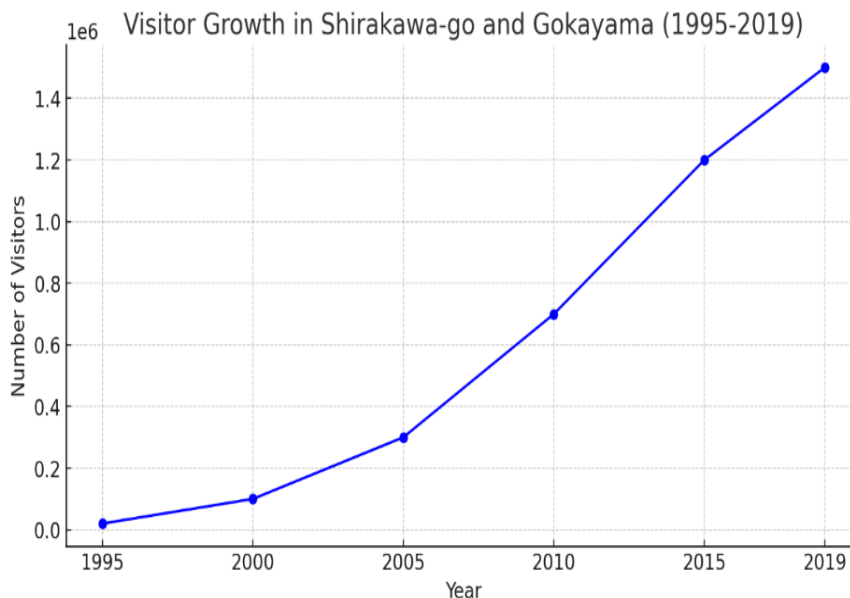Tourism in Shirakawa-go and Gokayama has tremendously developed since the two places were listed as world heritage sites. Tourism status has risen from a few thousand in the early 1990s to over 1. 5 million in 2019 (Gifu Prefecture Tourism Statistics, 2020). Tourism has therefore experienced a boost in the region and with this boost came both the strengths and weaknesses of the community.

Visitor Statistics

Figure 1. Visitor Growth in Shirakawa-go and Gokayama (1995-2019)
Source: Gifu Prefecture Tourism Statistics, 2020

The following graph shows the number of visitors to Gifu Prefecture, which indicates the steady increase in tourism in recent years. The tourist traffic started at 20,000 in 1995 and grew to 100,000 in the year 2000 and increased to 300,000 in 2005. This trend was further maintained with a significant boost to 700, 000 visitors in 2010 and a further steep rise to 1. 2 million visitors in 2015. And by the year 2019, the number has reached the highest level of 1. 5 million visitors. This progression signifies the increase in the interest of visitors to Gifu Prefecture possibly due to factors like increased accessibility, development of tourism facilities, cultural sites, and promotional strategies. The steady increase in the number of visitors also demonstrates Gifu Prefecture's successful market positioning in the context of tourism, which indicates its capacity to attract various domestic and international guests over the years.

Sustainable Tourism Practices
Community Involvement
The local people of Shirakawa-go and Gokayama are involved in the management of tourism in the regions. Local councils and tourism associations are

involved in decision-making processes concerning residents. It also guarantees that the development of tourism meets the conservation of cultural and natural resources (Yamamoto, 2018).

Regulatory Frameworks
Thus, to control the effects of tourism, numerous stringent measures have been put in place. These are the restrictions on the number of visitors per day, specific parking zones to avoid traffic jams, and limitations on the construction of new buildings that will interfere with the overall scenery of the area (Shirakawa Village Office, 2019).

Visitor Management
A comprehensive visitor management strategy has been developed, which includes: A comprehensive visitor management strategy has been developed, which includes:
• Ticketing Systems: Toll gates and ticketing systems work to regulate visitor traffic and at the same time, contribute to the revenue for the conservation of the parks.

- Guided Tours: The guided tours are encouraged to ensure that the visitors are informed about the cultural value of the sites and how to behave.
- Off-peak Promotions: Promotion of tourism during low seasons is another effort that assists in spreading out the number of tourists during a certain period.

Economic Impact
Tourism has been identified as an important source of income for the locals, acting as a source of employment among other benefits. The money spent on tourism also assists in financing the conservation and development of other amenities. However, the overdependence on tourism is also a sort of danger, especially considering such events as the COVID-19 pandemic that has affected the number of visitors in 2020 and 2021 (Japan Tourism Agency, 2021).
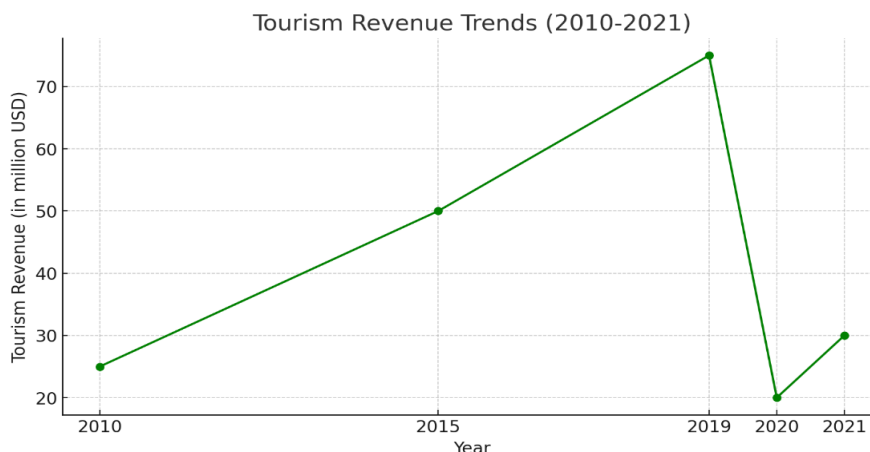

Figure 2. Tourism Revenue Trends (2010-2021)
Source: Japan Tourism Agency, 2021

According to the Japan Tourism Agency, the tourism revenue in Japan has records of rising and falling in the period between 2010 and 2021, which gives an idea of the trends in the tourism sector within the set period. The revenue generated from tourism in 2010 was $25 million, which shows that there is a small starting point for growth. By the year 2015, the revenue had risen to 50 million USD, which shows that the organization had undergone rapid expansion, possibly due to the rise in tourist traffic and spending. The trend continued positively into 2019, total revenue was 75 million USD, which indicates the further development and perhaps the influence of events or initiatives that attract more tourists. Nonetheless, the year 2020 drastically reduced to 20 million USD probably due to the COVID-19 outbreak that significantly affected global tourism through restricted travels. Nevertheless, there has been a slight improvement in the current year, 2021, with the revenue rising to 30 million USD but still not as high as in 2019. This recovery could be due to the slow restart of operations and tourism measures amid ongoing COVID-19 uncertainties. In sum, the presented data demonstrates the strengths and weaknesses of Japan's tourism industry in responding to global economic and health shocks and underlines the need for flexibility and post-shock sustainable recovery strategies to ensure tourism's economic stability.

Environmental and Social Challenges
Despite the benefits, the surge in tourism has led to several challenges: Despite the benefits, the surge in tourism has led to several challenges:

- Environmental Degradation: More people have trodden the paths and the adjacent natural landscape, resulting in wear and tear.

- Cultural Dilution: The sort of tourism that has developed has led to issues of social impacts such as the degradation of local cultures and practices.

- Overtourism: Maintaining social amenities as well as controlling the flow of large numbers of visitors to the city has always been a challenge (Nakamura & Ueda, 2020).

Conservation Efforts

- To address these challenges, several conservation efforts have been undertaken: To address these challenges, several conservation efforts have been undertaken:

- Restoration Projects: Gassho-style houses are maintained and restored over and over again through tourism income and government subsidies.

- Environmental Programs: Measures to preserve the environment of the surrounding area such as afforestation and proper waste disposal have also been put in place.

- Cultural Preservation: Measures that aim at recording and increasing awareness of traditional activities like fairs and crafts contribute to the maintenance of cultural assets (Shirakawa Village Office, 2019).

Discussion

The example of Shirakawa-go and Gokayama shows that sustainable tourism is one of the most effective means of preserving historical and cultural heritage and at the same time becoming a source of income. The major drivers that have informed the effective management of the balance include active community engagement, sound legal systems, and creativity in managing visitor flows. However, there is a need to work on environmental and social issues that come with the growth of tourism. The experience of these villages can be implemented in other cultural landscapes to achieve the goal of the protection of cultural heritage and the development of economic activities.

Conclusion

Shirakawa-go and Gokayama demonstrate how tourism can be used to preserve cultural monuments and become a source of income. These villages have been able to maintain their cultural geography and at the same time, enjoy the benefits of tourism through community participation, proper regulations, and environmental conservation. Continuous improvement and implementation of strategies will be required to sustain these favorable outcomes when new adversities arise.

3.2 Case Study 2: The Cultural Landscape of Sintra, Portugal
Introduction

Sintra located in the Lisbon District in Portugal has a cultural landscape that has both natural and cultural attractions. Situated as a UNESCO World Heritage Site since 1995, Sintra, cultural landscape is the palaces, parks, and gardens that portray the historical and architectural features of the area. This paper seeks to evaluate the case of Sintra and the steps that have been taken toward practicing sustainable tourism that will help the country retain its cultural landscape and at the same time improve its economic sector.

Historical Background

Culturally, the Sintra has many historical structures and geographical formations such as buildings. The most popular ones are Palácio Nacional de Sintra, Palácio da Pena, and the lovely house of Quinta da Regaleira. These monuments which are situated in the backdrop of the Serra de Sintra mountains are indeed a testimony of Gothic, Renaissance, and Romantic architectural styles. It has developed over the years, and this has given it a face of different historical eras and cultural practices (UNESCO, 1995).

3.2.2 Tourism Development

In the last few decades, tourism has been on the rise in Sintra. This is home to millions of visitors every year because of the cultural and tourism natural endowment. This has favored the generation of a lot of revenues in the economy but at the same time has been a threat to the preservation of natural resources.
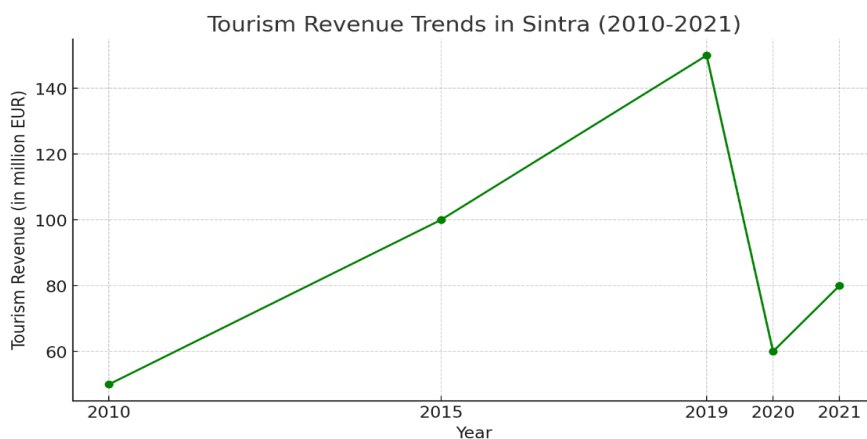
Visitor Statistics

Figure 3. Visitor Growth in Sintra (2000-2019)
Source: Sintra Municipal Tourism Office, 2020

The data on visitors collected by the Sintra Municipal Tourism Office show that the number of visitors to the region has been gradually increasing from 2000 to 2019. The visitor numbers were as follows: 1 million in 2000, an increase to 1. 5 million in 2005, and then to 2 million in 2010. This growth was further extended with 2. 5 million visitors in 2015 and reached its apex in 2019 with 3 million visitors. This growth may imply a strong demand for Sintra as a tourist destination possibly due to its historical,

cultural, and natural attractions. The consistent growth in the number of visitors also points to good tourism planning and marketing efforts over the years that have helped in the promotion of tourism thus attracting more people both locally and internationally. This kind of consistent growth would further consolidate Sintra's position as one of the leading tourist attractions in Portugal and the capacity to maintain and even grow the tourism segment over the two-decade period.

Sustainable Tourism Practices
Community Involvement
Stakeholder involvement is one of the key factors that are incorporated into Sintra's tourism planning and development model. The following are some of the activities that are undertaken in a bid to market sustainable tourism, conservation of cultural and historical sites, festivals, and environmental conservation. This ensures that tourism development is for the benefit of the people and their culture as is witnessed in the case of Brazil (Silva, 2018).

Regulatory Frameworks
Below are some of the measures that Sintra has taken to manage the impacts of tourism. These include:
1. Visitor Limits: Such measures as the daily visitor quotas are taken to ensure that the areas of interest are not congested and overutilized by the visitors.
2. Zoning Laws: Some of the measures include the restriction of construction of new structures in historical and natural areas because this conserves the beauty and the history of the regions.

3. Environmental Protections: Action to reduce traffic and to reduce pollution in the Serra de Sintra, measures to regulate car access (Sintra Municipal Council, 2019).

Visitor Management
In this regard, the appropriate implementation of visitor management strategies has been significant in the management of tourism and conservation in Sintra. These strategies include:
1. Timed Entry Tickets: Issuing time slot tickets for very busy places to control the flow of people and enhance the visit.
2. Sustainable Transport: Promoting the use of public transport and other environmentally friendly transport such as electric buses and bicycles to decongest traffic and pollution.
3. Cultural Programs: Organizing cultural activities, cultural awareness raising, and educational visits to raise people's awareness of the importance of preserving the cultural heritage of Sintra (Sintra Municipal Tourism Office, 2020).

Economic Impact
Tourism is one of the major revenue-generating activities in Sintra and hence has a significant contribution to the provision of employment. Thus, the money generated from tourism is spent on the funding of conservation, development of infrastructure and facilities, and social services. Nevertheless, dependency on tourism also has its risks especially during poor economic times or during an epidemic as is the current Coronavirus disease (COVID-19) (Portugal National Tourism Authority, 2021).
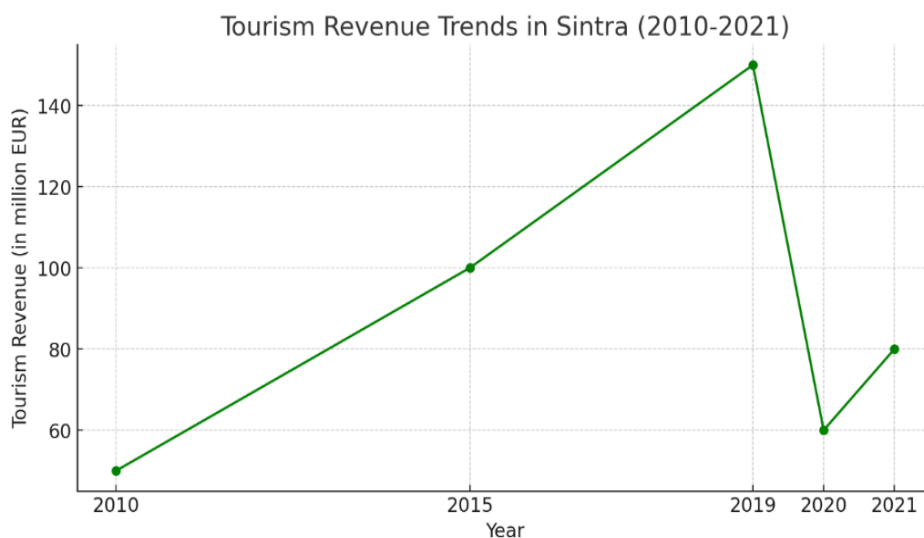

Figure 4. Tourism Revenue Trends in Sintra (2010-2021)
Source: Portugal National Tourism Authority, 2021

The data from Portugal National Tourism Authority shows the revenue from tourism from the year 2010 to the year 2021 which depicts the growth and the

issues faced by the tourism sector in Portugal. As for the tourism revenue, the figure was 50 million EUR in 2010, which means that it is still at the starting

point for further development. By 2015, the revenue had doubled to 100 million EUR, which shows the period of the company's growth, which may be attributed to the growth of visitors' traffic and expenditures. This growth trajectory was maintained in 2019 with the recorded revenue standing at 150 million EUR, further implying that there was continued growth possibly due to strategic tourism-related events and programs. Nonetheless, the COVID-19 pandemic in 2020 affected the company's revenue and reduced it to 60 million EUR due to the limitations of international travel and tourism. However, there was a partial revival in 2021, with revenues of 80 million EUR, although this is still below the level of 2019. This recovery may suggest a slow progression of reopening and new tourism plans while the pandemic remains a factor. In conclusion, the data presented in this paper proves the fact that Portugal's tourism sector is relatively immune to external shocks, but at the same time can be highly sensitive to them; thus, the necessity of developing effective recovery strategies and plans for the sustainable economic growth in the context of tourism.

Environmental and Social Challenges

Despite the benefits, the surge in tourism has led to several challenges: However, with this tourism growth, there have been several issues that have come with it.

1. Environmental Degradation: Increased number of visitors and car emissions have impacted the physical environment of Serra de Sintra.
2. Cultural Dilution: There are also some negative impacts of the commercialization of cultural heritage in that cultural heritage is replaced.
3. Overtourism: The problems are overcrowding large numbers of visitors and the quality of life of residents (Pereira & Silva, 2020).

Conservation Efforts

Several conservation efforts have been undertaken to address these challenges: The following are some of the conservation measures that have been taken to mitigate these challenges:

1. Restoration Projects: Maintenance and restoration work of the historical buildings and gardens are carried out consistently with the help of the money earned from tourism and subsidies from the state.
2. Environmental Programs: The following have been done about environmental conservation and management; planting of trees, disposal of wastes, and species' diversity.
3. Cultural Preservation: Measures that are taken to record and popularise traditional practices, festivals, and arts help in the conservation of the cultural heritage of Sintra (Sintra Municipal Council, 2019).

Discussion

In the case of Sintra, it was possible to confirm that sustainable tourism can be an instrument for the generation of income and the protection of heritage. Some of the factors that have been useful in achieving this balance include active participation of the community, good and efficient legal jurisdictions, and good visitor management. However, it is important to always try to address environmental and social problems that are a result of the improvement of tourism. The lessons learned from the Sintra case may be used as a benchmark for other cultural areas that seek to practice the sustainable conservation of the natural and cultural resources that are found in the area as well as the stimulation of the economy.

Conclusion

It also reveals that it is possible to develop sustainable tourism that will help in the preservation of culture and the enhancement of the economic development of Sintra. Therefore, the participation of the local communities, the correct management of the area, and the encouragement of sustainable practices have helped Sintra to preserve the historical and cultural face of the region, and at the same time, enjoy the presence of the tourists. Thus, sustained endeavors and continuous processes will be imperative to sustain these positive findings in case of other troubles.

3.3 Case Study 3: Cusco and the Sacred Valley of the Incas, Peru

Introduction

The Sacred Valley of the Incas situated in the Andes of Peru is culturally and historically rich and important as the cradle of the Inca civilization. Located along the Urubamba River from Pisac to Ollantaytambo, this valley is famous for its agricultural terraces, ceremonial sites and still inhabited indigenous communities. It is one of the UNESCO world heritage sites, and millions of visitors come to this place every year to see the archaeological sites and feel the pulse of indigenous people. This paper focuses on the analysis of the measures taken to address the problem of sustainable tourism in the Sacred Valley with the aim of preserving the cultural landscape and supporting the economic growth.

Historical Background

The Sacred Valley was a strategic region for agriculture and religious practices of the Incas; the valley has numerous terracing techniques for farming at different elevations (UNESCO, 2012). The Incas had magnificent structures of stones, for instance, Ollantaytambo fortress and Moray agricultural terraces which demonstrated the engineering

capacity of the Incas as well as their appreciation of the earth (National Geographic, 2023). Europeanization through Spanish colonization in the 16th century did not erode the cultural value of the valley to indigenous people (Salazar, 2021).

Tourism Development
The tourism industry in the Sacred Valley has been rapidly developing in the course of the recent

decades due to its closeness to Machu Picchu and better transportation networks linking it to Cusco, the Inca kingdom's former capital. The number of visitors has gradually risen, thus boosting the economy of the valley but at the same time creating problems of how to promote sustainable tourism for the conservation of the natural and cultural resources (Ministry of Culture Peru, 2023).
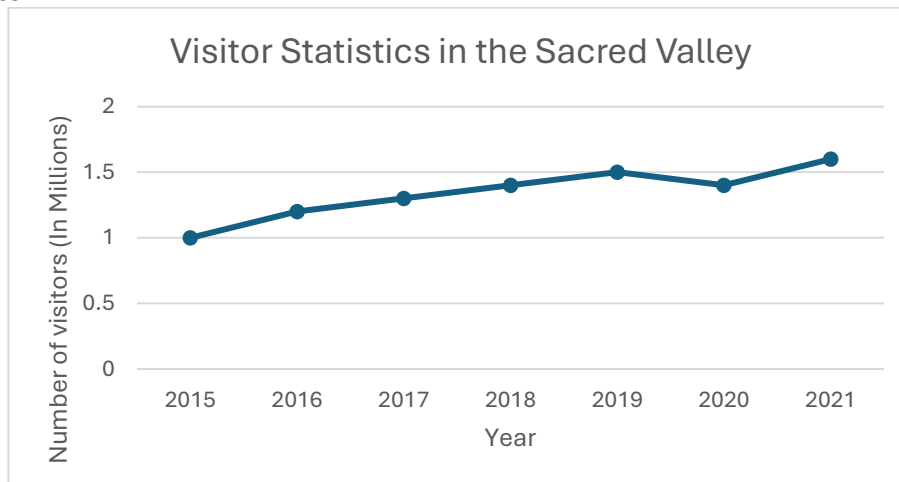
Visitor Statistics

Figure 5. Visitor Statistics in Sacred Valley (2015-2021)
Source: Ministry of Culture Peru, 2023

The number of visitors to the Sacred Valley derived from the Ministry of Culture Peru shows a relative increase in the number of tourists between the years 2015 and 2021 with fluctuations in the year. In 2015, there was 1. 0 million visitors and it grew to 1. 6 million visitors in 2021. This growth trajectory implies that the Sacred Valley has been a popular tourist destination and is gradually growing popular year by year.

 The annual growth from 2015 to 2019 was relatively stable with the number of visitors ranging from 1. 0 million to 1. 5 million. This period likely enjoyed good tourism promotion, enhanced infrastructures and increased global consciousness on culture and history tourist attractions such as the Sacred Valley.

 In 2020, the number of international tourists slightly declined to 1. 4 million, probably due to the emerging COVID-19 virus and the resulting travel ban across the world. But by the year 2021, the visitors returned to 1. 6 million which may be due to pent up demand for travel as well as renewed interest in outdoor and cultural attractions post COVID-19.

 In summary, the data presented shows the ability of the Sacred Valley to maintain its status as one of the important tourist destinations in Peru with gradual growth, but with certain fluctuations, including the pandemic period. The steady growth of the visitor count also proves its sustainability and relevance to Peru's tourism market.

Sustainable Tourism Practices
Community Involvement
Currently, local communities in the Sacred Valley engage in the management of tourism services that include local home stay, traditional craft demonstration and cultural tours (Yamamoto, 2018). Such an engagement ensures that the culture of a particular region is maintained while at the same time offering income generating activities to the people, hence making them become guardians of the culture.

Regulatory Frameworks
Due to these effects the following measures have been put in place to reduce the effects of tourism; These are restrictions on the number of visitors allowed to access archaeological sites, ticketing to the sites in certain hours, and measures of sustainable tourism that will help in preserving the cultural heritage and the environment of the sites (Ministry of Culture Peru, 2023).

Visitor Management
Efforts in visitor management include:
1. Ticketing Systems: Used to regulate access and assist in funding conservation efforts (Ministry of Culture Peru, 2023).
2. Guided Tours: They were encouraged to inform the visitors on the culture and history of the sites and how best to behave (Yamamoto, 2018).

3. Off-Peak Promotions: Advertising campaigns during off peak periods to spread the tourist traffic across the year hence the pressure on the existing facilities and amenities is eased (Salazar, 2021).

Economic Impact

Tourism is an important source of income for the inhabitants of the Sacred Valley through accommodation, selling of local crafts and as tourist guides. The revenue thus obtained is used to fund community development projects, maintenance of infrastructures and conservation (Ministry of Culture Peru, 2023). However, the valley has the vulnerability to economic shocks such as the global ones that include COVID-19 that impacted on the number of visitors and consequently the income (Japan Tourism Agency, 2021).
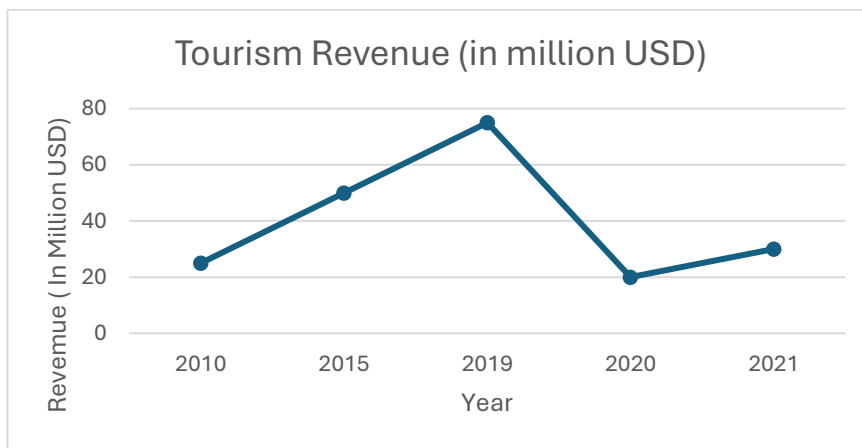

Figure 6. Tourism Revenue Trends (2010-2021)
Source: Japan Tourism Agency, 2021

The tourism revenue collected over the period 2010-2021 as per the data provided by Japan Tourism Agency shows the fluctuating and changing trends in tourism in Japan during this period. In 2010, the tourism revenue got to 25 million USD, which gives a clear starting point for growth. By the year 2015, the company's revenue had risen to 50 million USD, which points to a period of growth probably due to the increase in tourist traffic and expenditure.

But it is noteworthy that the next years demonstrated different rates of revenues. Finally, the revenue was recorded at 75 million USD in the year 2019, which was the maximum till the year 2019. This growth could have been occasioned by effective promotional activities, better exchange rates, and enhanced interest on tourism in Japan across the world. The year 2020 however recorded a sharp decline in the revenue to 20 million USD due to the COVID 19 impact on travel and tourism all over the world. This a clear indication that the Japanese tourism industry is highly sensitive to external factors such as travel bans.

However, the pandemic has affected the company and there was only a partial recovery in 2021 with the revenue of 30 million USD. This recovery may have resulted from gradual reopening, domestic tourism, and travel protocols put in place. In summary, the information reveals that the Japanese tourism industry is quite stable even during global disturbances and that at the same time, the sector is vulnerable to external influences, including economic performance and pandemics. In the following steps, further recovery activities and strategic planning will be necessary for Japan to recover and possibly even surpass the pre-crisis tourism revenue.

Environmental and Social Challenges

The surge in tourism has posed several environmental and social challenges:

Environmental Degradation: Increased foot traffic and waste affect natural environments and archaeological sites thus they should be managed in a sustainable manner (Nakamura & Ueda, 2020).

Cultural Integrity: Threats associated with commodification and erosion of indigenous cultures by the tourist presence, which calls for cultural conservation (Salazar, 2021).

Overtourism: Stress on the local infrastructure and services during the tourist seasons that requires the need to ensure that visitors are well managed (Nakamura & Ueda, 2020).

Conservation Efforts

Conservation initiatives in the Sacred Valley include:

Restoration Projects: The protection of archaeological sites and the care of Inca terraces through tourism revenues and state support (Ministry of Culture Peru, 2023).

Environmental Programs: Forestation, sanitation, and water harvesting for the conservation of natural

capital and the environment (Nakamura & Ueda, 2020).

 Cultural Preservation:Promotion of cultural tourism through the reactivation of local festivals, traditional arts and crafts, and indigenous languages to continue to support culture and cultural identity (Salazar, 2021).

Discussion

The case of Sacred Valley is a good example of how sustainable tourism can be used to maintain the cultural identity while at the same time promoting economic growth. Proper community relations, strong legal measures, and appropriate strategies for managing visitors are crucial in order to avoid possible problems and increase the number of positive outcomes in the future (UNESCO, 2012).

Conclusion

Thus, the Sacred Valley of the Incas proves that sustainable tourism can preserve cultural heritage and contributing to the economic development. It proves that by engaging the community, employing the regulatory measures, and implementing the conservation practices, the stakeholders can protect this unique cultural heritage for the future generations. Sustaining the valley's environmental, social and economic welfare in the future will require constant review and innovation of these strategies (National Geographic, 2023).

3. 4 Case Study 4: Bali, Cultural Landscapes of Indonesia
Introduction

Bali in Indonesia is famous for its cultural tourism attractions such as rice terrains, temples, and cultural troupes. Subak which is a traditional irrigation system of the island, and the related landscape were listed as the UNESCO World Heritage Site in 2012. This paper aims to identify the measures that are being taken to ensure that sustainable tourism is practiced in Bali to retain the cultural features of the place as well as support economic development.

Historical Background

Subak is an irrigation system in Bali that has been in practice since the 9th century. This aspect is in line with the Balinese concept of Tri Hita Karana, which is a balance between human beings and their environment as well as the divine realm (UNESCO, 2012). This balance is best illustrated by the rice terraces of Jatiluwih and the water temples such as the Pura Taman Ayun that have been passed from generation (Roth & Sedana, 2015).

Tourism Development

Tourism in Bali has been active since the 20th century and is among the most visited places in Indonesia. The cultural values such as the Subak system of agriculture draw millions of tourists to the island every year. This however has brought some negative impacts such as environmental degradation and cultural commodification. Measures of sustainable tourism are important to achieve the objectives of both environmental protection and economic return (Gössling, 2003).
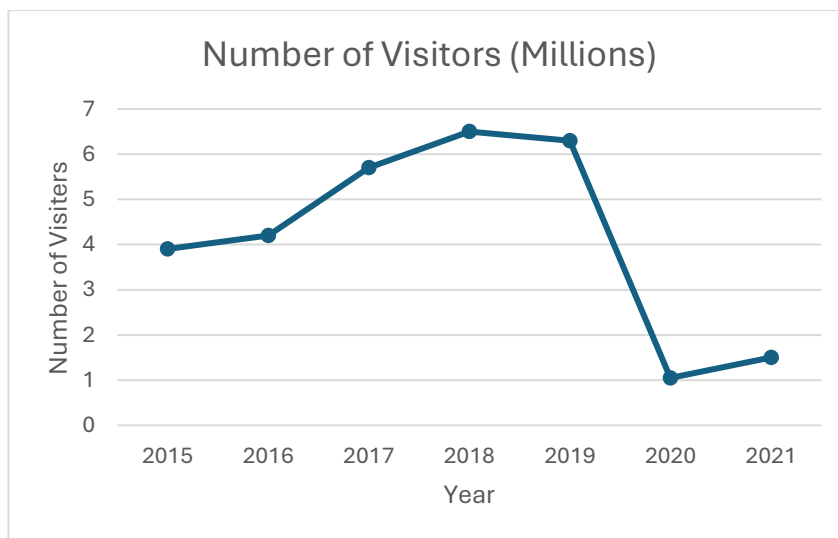
Visitor Statistics

Figure 7. Visitor Statistics in Bali from 2015 to 2021
Source: Ministry of Tourism Indonesia. (2020).

The number of visitors to Bali has increased from 2015 to 2021 and has a strong upward trend but declined sharply due to circumstances outside the island. In 2015, tourists visited the country in large

numbers totaling 3. 9 million and this number has been on the rise in the subsequent years to the level of 6. 5 million in 2018. This growth can be attributed to the increasing tourist arrivals to Bali due to culture and attractions, natural resources, and better connectivity to the world. However, this figure slightly declined in 2019 to 6. 3 million, which could be due to market saturation or early signs of the effect of global economic volatility.

The steepest drop was recorded in 2020 when the number of visitors was only 1. 05 million, a significant drop due to the COVID-19 virus that forced countries to close borders for travelers. While there was a minor rebound in the number of tourists in 2021 with 1. 5 million, the numbers still did not reach pre-pandemic indicators. This paper brings out the fact that tourism-dependent economies are prone to such shocks in the global arena and reaffirms the importance of sustainable and resilient tourism strategies to contain such shocks.

Sustainable Tourism Practices
Community Involvement
Tourism management in Bali is highly localized involving the locals. Measures like eco-tourism and cultural tourism are promoted and implemented by the local cooperatives which makes sure that the impacts of tourism are felt within the community. This approach assists in the preservation of traditional practices and also cultural geographical features (Wayan, 2019).

Regulatory Frameworks
The Indonesian government and provincial and local governments have put in place several measures to regulate tourism sustainably. These are the zoning regulations for the protection of cultural heritage, standards for sustainable tourism, and measures that limit the construction of big resort complexes in areas of high sensitivity (Ministry of Tourism Indonesia, 2020).

Visitor Management
Efforts in visitor management include Efforts in visitor management include:
1. Ticketing Systems: Limited access to some of the most visited attractions such as the Jatiluwih rice terraces to regulate the influx of visitors and at the same time, create revenue for the conservation of the area.
2. Guided Tours: Encouragement of guided tours to ensure that the tourists appreciate the cultural-historical values of the landscapes.
3. Seasonal Promotions: Promoting tourism during the low seasons to avoid the stress on infrastructure and the natural environment.

Economic Impact
Tourism is one of the most important sources of income for Bali and has a large impact on employment. Nevertheless, the island depends more on tourism and thus is sensitive to global economic conditions and shocks like the current COVID-19 pandemic (Hampton & Jeyacheya, 2013).
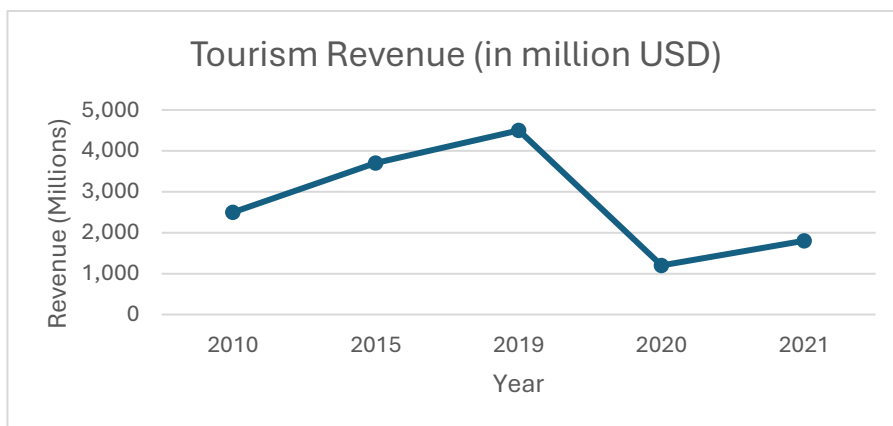

Figure 8. Tourism Revenue of Bali from 2010 to 2021
Source: Ministry of Tourism Indonesia. (2020).

The annual tourism revenue for Bali, Indonesia, from 2010 to 2021 shows the trends and disruptions in revenue. As for Bali, in 2010, the island earned approximately $2. 5 billion in tourism income, which increased significantly in the following 10 years. The revenue by the end of the year 2015 was $3. 7 billion, primarily due to the increased tourist flow and the improved promotional campaigns. This growth was recorded to have reached its highest level in 2019, with the revenue hitting the $4. 5 billion mark, which

is in line with the high number of visitors and spending within the area.

However, the tourism sector was heavily affected in 2020 by the COVID-19 pandemic which led to restrictions on the movement of people across the world and a sharp decline in tourist traffic. This led to a significant reduction in tourism income to 1. 2 billion USD, which showed that the income had reduced by approximately 73% from the previous year. Even in 2021, there was a slight improvement

in the revenue level, which was $1. 8 billion, but it was still far from the indicators for the period before the pandemic. This paper discusses the economic loss due to the pandemic on the tourism sector of Bali and emphasizes the necessity of economic diversification to improve the Bali economy's ability to handle global disruptions.

Environmental and Social Challenges

The rapid growth of tourism in Bali has led to several environmental and social challenges:

1. Environmental Degradation: This has led to pollution of the environment, deforestation, and water shortage which has compromised the cultural landscape due to enhanced tourist activities (Cole, 2012).
2. Cultural Dilution: Tourism has also sometimes led to the commercialization of Balinese culture where the Balinese are forced to change their ways to suit the tastes of the tourists (Picard, 1996).
3. Overtourism: This has exerted pressure on the infrastructure of the host community through traffic jams, pollution, and overexploitation of resources (Gössling et al., 2009).

Conservation Efforts

Efforts to address these challenges and conserve Bali's cultural landscape include:

1. Restoration Projects: Continued construction of the water temples and rice terraces through the money that has been obtained from tourism and grants from the Indonesian government (Ministry of Tourism Indonesia, 2020).
2. Environmental Programs: Activities like afforestation, better waste disposal systems, and water conservation measures to reduce the effects on the environment (Cole, 2012).
3. Cultural Preservation: Programs to record and disseminate traditional practices, festivals, and crafts with the view of sustaining them (Wayan, 2019).

Discussion

The case of Bali is therefore a good example of how sustainable tourism practices can be used to maintain cultural heritage and at the same time support economic development. In achieving these objectives, proper community engagement, strict policies, and measures to address visitors' management are essential. Nevertheless, further actions should be taken to eliminate the impact on the environment and social aspects that may hinder the further development of tourism in Bali (UNESCO, 2012).

Conclusion

Balinese culture is therefore a good example of how sustainable tourism can be used to conserve culture and at the same time boost the economy. Therefore, Bali will be able to sustain the cultural and tourism sector through community engagement, regulatory frameworks, and conservation efforts. The key implication of the above findings is that the strategies will have to be continuously reviewed and refined to address future issues and maintain the health of the island's physical environment, people, and economy.

3.5 Case Study 5: Kerala: God's Own Country
Introduction

The Backwaters of Kerala are a system of canals, rivers, lakes, and inlets that run throughout Kerala and form a part of the tourist attractions in Kerala. Famous for its geographical location and kettuvallams which are the traditional houseboats, the backwaters are a major tourist attraction. In this paper, the measures that have been implemented in the region to promote sustainable tourism that will support conservation, as well as the economy will be described.

Historical Background

The backwater region of Kerala has always been important in the economic as well as the social aspects of the state for transportation and support to agriculture like rice cultivation and fishing. The kettuvallams which were used for transporting goods earlier are now being used as houseboats for tourism businesses where the tourists can spend their time exploring the backwaters and the related beauty (Kerala Tourism, 2020).

Tourism Development

Tourism through backwaters in Kerala has been on the rise since the late 1900s. Among the new possibilities that have influenced the growth of the area, it is possible to note houseboat tourism. But the development has been accompanied by some issues such as pollution and negative impacts on the environment. The following are some of the problems that are associated with backwater tourism: These issues are being solved to make sure that sustainable tourism is practiced in the backwaters (Nair & Babu, 2018).
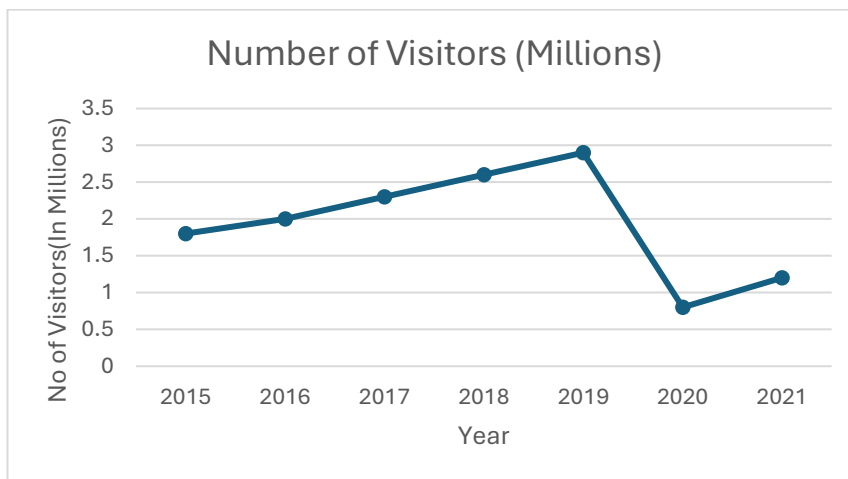
Visitor Statistics

Figure 9. Visitor Statistics, Kerala, (2015- 2021)
Source: Kerala Tourism Department, Kerala, 2022.

The number of visitors to the Kerala backwaters from the year 2015 to 2021 shows a trend of gradual increase and then a steep drop in the year 2021 because of the outbreak of the COVID-19 pandemic. The number of tourists visiting the region began from 1. 8 million in the year 2015 and gradually increased to 2. 0 million in the year 2016, 2. 3 million in the year 2017, 2. 6 million in the year 2018, and touched a high of 2. 9 million in the year 2019. This consistent growth over five years could be because the Kerala backwaters are a relatively untouched and calm tourist attraction and there have been better marketing strategies and the development of better infrastructure and services to cater to the tourists.

However, the COVID-19 pandemic in the year 2020 saw a sharp decline to 0. 8 million visitors due to the restrictions on international travel and lockdowns. This sharp decline indicates the extent of the impact of the pandemic on the tourism sector. However, there was a slight improvement in the year 2021 to 1. 2 million visitors which shows that there is a gradual recovery as restrictions towards traveling and tourism activities are eased but still not at the pre-pandemic level. Thus, this analysis illustrates the susceptibility of the tourism sector to global crises and the need to come up with measures to address such effects and encourage sustainable tourism.

Sustainable Tourism Practices
Community Involvement
The Kerala backwaters are another famous tourist destination, and the local people have a significant influence on the management of tourism in the area. For instance, community-based tourism means that everybody within the community gains something

from tourism through provisions of sources of income while at the same time practicing the aspect of culture and traditions.

Regulatory Frameworks
Some of the regulations that the Kerala government has put in place to deal with the effects of tourism include Some of these are; rules and regulations on the operation of houseboats to prevent polluting water sources, construction zone restrictions around natural and wildlife conservation measures to preserve the bio-geographical characteristics of the area (Kerala Tourism, 2020).

Visitor Management
Visitor management strategies include:
1. Houseboat Regulations: Strict measures and laws on the hygiene of the houseboats and the discharge of the wastes generated by the houseboats to the environment.
2. Eco-friendly Practices: Promotion of the use of eco-friendly products by tourists for instance using the reusable water bottle and correct attitude towards wildlife.
3. Capacity Control: The number of houseboats should be controlled in order not to have many boats in the backwaters that put a lot of pressure on the environment.

Economic Impact
Another source of income that is practiced by most of the inhabitants in the Kerala backwaters is tourism. However, the region largely depends on the tourism sector which may result in the loss-making as was experienced during the outbreak of the COVID-19 virus (Nair & Babu, 2018).
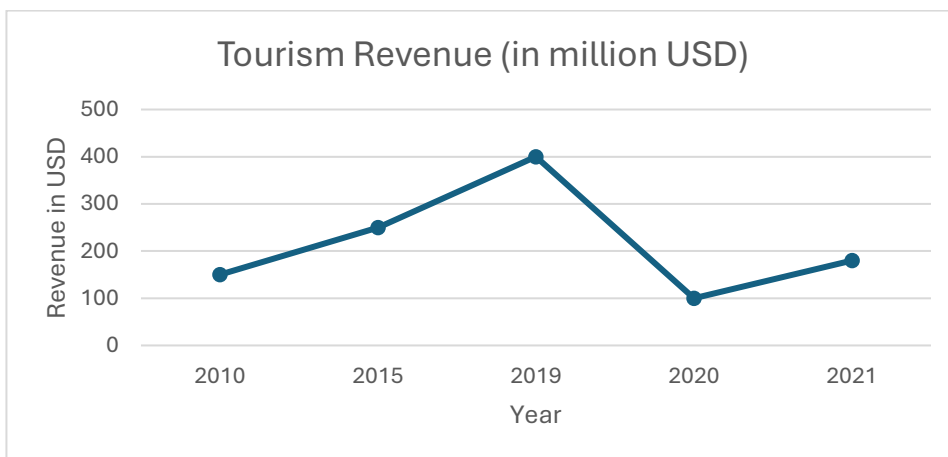
Figure 10. Tourism Revenue of Kerala, 2020 TO 2021
Source: Kerala Tourism Department, 2022

An analysis of the tourism revenues of Kerala backwaters from 2010 to 2021 shows that the revenues have experienced a volatile nature due to the changes in the economic and environmental factors affecting the tourism sector.

The information presented also indicates a positive upward trend in the first years of operation with revenues going up from 150 million USD in 2010 to 250 million USD in 2015. During this period there were likely increased promotional activities, better facilities and infrastructure, and more favorable economic circumstances that led to increased tourist traffic to the backwaters of Kerala.

But the following years were marked by more fluctuations in the stock prices of the companies. The tourism revenue reached 400 million USD in 2019 and showed a stable increase, which means its development is rather active. This peak may be due to improved marketing of international campaigns, growth in the popularity of eco-tourism, and potentially

Environmental and Social Challenges
Despite its benefits, tourism in the Kerala backwaters faces several challenges: However, the following are the challenges facing tourism in the Kerala backwaters.
1. Environmental Degradation: With the enhancement of tourism; there are several effects which include water quality is affected, bio-diversity, and the general environment is affected (Sukumaran, 2015).
2. Cultural Impacts: The higher number of tourists has at one point intruded on the social relations of societies and cultures obliteration is still in the process of being achieved (Jose, 2019).
3. Overtourism: Controlling large numbers of tourists has exerted some pressure on the structures and facilities hence the need to take proper management measures (Sukumaran, 2015).

Conservation Efforts
Efforts to address these challenges and conserve the backwaters include Some of the measures that have been taken to overcome these challenges and hence conserve the backwaters as follows:
1. Restoration Projects: Government and non-governmental organizations (NGOs) initiatives of water bodies and water sources conservation.
2. Sustainable Practices: The use of houseboats with solar power for generation as well as usage and the support of sustainable fishing techniques to preserve the environment (Kerala Tourism, 2020).
3. Cultural Preservation: Efforts to document and restore cultural practices and traditional techniques and trade so that they do not get overwhelmed by the increasing tourism (Jose, 2019).

Discussion
The Kerala backwaters case study therefore emphasizes the importance of sustainable tourism practices in terms of culture and geography and for economic growth. This can be done through proper involvement of the community members, proper regulation, and proper management of visitors. However, some environmental and social challenges require constant solutions to sustain tourism in the backwaters (CO, 2012).

Conclusion
For example, the backwaters of Kerala prove that tourism can be sustainable and therefore help to preserve the culture and at the same time boost the economy. The region can support the cultural and tourism sector through the participation of the people, policies, and conservation measures. It is important to change and adapt the strategies as the future brings new problems to backwaters and implement changes to save the environment, society, and economy.

4. Conclusion and Recommendations
4.1 Conclusion
The analysis of cultural landscapes and sustainable tourism development has shown important findings and concerns in the various world regions. Analyzing the examples of the Historic Villages of Shirakawa-go and Gokayama in Japan, the Cultural Landscape of Sintra in Portugal, Cusco and the Sacred Valley of the Incas in Peru, Bali's Cultural Landscapes in Indonesia, and Kerala in India, it is possible to identify that the process of preservation of cultural heritage and the development of tourism activities are closely connected and have several similarities.

The case studies highlighted different successful practices and measures including the use of cultural and historical activities in tourism, involving the locals in the decision-making process, and the provision of strict legal requirements. All these strategies help improve the experience of visitors and at the same time make the cultural landscapes sustainable in the long run. However, issues like over-tourism, environmental deterioration, and cultural commercialization are still prevalent, which require constant evolution and enhancement of management strategies.

4.2 Recommendations
Moving forward, several recommendations emerge to enhance the sustainability of tourism in cultural landscapes: Moving forward, several recommendations emerge to enhance the sustainability of tourism in cultural landscapes:

This means that the process of policy formulation and implementation is central to managing the adverse effects of tourism on cultural assets. Thus, through appropriate legislation and regulation, authorities can protect these landscapes as well as encourage the right conduct of tourists.

The involvement of the community should be given special attention at all stages of tourism development. Involving local people in decision-making makes them take responsibility and ownership hence ensuring that the benefits of tourism are distributed equitably while cultural values are maintained.

Expanding tourism beyond the main destinations is one way of reducing the pressure on sensitive areas and sharing the economic benefits of tourism among various areas. Certain strategies can be employed in the marketing of tourism products: stressing that genuine and environmentally friendly products can appeal to responsible tourists and at the same time reduce the adverse effects.

A constant evaluation and monitoring process should be performed to measure the success of the conservation practices and to make changes where necessary. It is, therefore, necessary to continue to collect data on cultural landscapes and to analyze them to apply adaptive management practices that will enable the sustainability of the cultural landscapes in the long run.

As such, stakeholders can adopt the recommendations outlined in this paper to promote sustainable tourism development that will enhance the culture, the local people, and environmental conservation. This study enriches the existing literature on cultural landscape conservation and sustainable tourism by providing a clear strategy on how tourism can be integrated with cultural conservation across various cultural landscapes of the world.

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